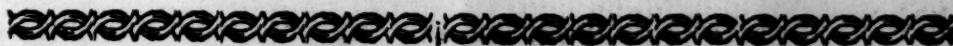


CONTINUED BY

**G R A N T and Company.**

A handwritten capital letter 'K' in a cursive style, featuring a vertical stem and two diagonal strokes forming the upper and lower arms.



THE BANK OF ENGLAND

AND THE BANK OF SCOTLAND

AND THE BANK OF IRELAND

AND

# ACCOUNT

OF THE

Bank of England



CONTINUED BY

G R A N T and Company

PRINTED BY THE BANK OF ENGLAND

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## *To the Nobility and Gentry.*

**G**RANT AND COMPANY beg leave to acquaint the Nobility and Gentry, That when the late Superintendent of the plan for the better supplying this metropolis with plenty of fish from distant sea-ports and rivers, by land-carriage, or otherwise, determined, in 1765, to withdraw himself from any farther management thereof, They formed a resolution to continue the same on their own account and risk; flattering themselves that the knowledge they had acquired in the several branches of our fisheries during three years service under that Gentleman, and their having learned by experience to avoid many expences which always attend new experiments, joined to the utmost œconomy, and the exertion of their best endeavours, would render the undertaking not only beneficial to the Public, but of some advantage to themselves.—With these views, having provided themselves with *Fifty-five* fish-machines, and other necessary utensils for carrying on the business; on the 3d of June, 1765, They gave public notice, that they continued five of the shops in the following markets, viz. *St. James's — Shepherd's-Market May-Fair — Clare — Honey-Lane — and Leaden-ball.*

The encouragement we met with, on our first setting out, from many of the Nobility and Gentry favouring us with their custom, excited us to prosecute our undertaking with vigour.



to procure a plentiful supply of fish, and to sell the same at moderate rates.—That we have so done can be proved beyond contradiction; and that the proof might not rest wholly on our *assertion*, we have kept a sett of regular books, wherein all our proceedings have been DAILY entered, in order that the rectitude thereof might be ascertained by *incontestable facts*. From those books we can make it appear, that, in the course of two years and an half, that is to say, from the 3d of June 1765, to the 31st of December 1767, (the last time of balancing our accounts), we had actually brought to the London markets, from the sea-coasts of *Devon, Dorset, Sussex, and Kent*, *one hundred and fifty-two tons, fifteen hundred, one quarter, and twenty pounds* of prime fish of various sorts, which, when arrived in London, cost us 7074*l.* 5*s.* 10*d.* being, on an average, *four-pence three farthings and  $\frac{1}{2}$  parts of a farthing per pound*; and was sold for 7839*l.* 15*s.* 4*d.* which, on an average, is but *five-pence halfpenny per pound*; and consequently yielded us but *one halfpenny and  $\frac{3}{8}$  parts of a farthing per pound* advance. Whereas, in the course of the above time, we bought at Billingsgate, *one hundred and thirty-nine tons, three hundred, one quarter, and one pound*, of such kinds of fish as were procureable in that market, in order to furnish our customers with every sort they might require, and at a moderate advance on the prime cost. This quantity of Billingsgate fish cost us, in that market, no less than 10066*l.* 18*s.* 1*d.* being, on an average, *seven-pence three farthings per pound*, which is *two-pence farthing per pound* more than the fish, which we procured from the sea-coasts, was actually sold for in our shops by retail.—This Billingsgate fish we sold for 11445*l.* 17*s.* 8*d.* the average rate whereof was *eight-pence three farthings, and  $\frac{5}{8}$  parts of a farthing per pound*; and consequently yielded us but *one penny, and  $\frac{5}{8}$  parts of a farthing per pound* advance on the prime cost; out of which *all the charges attending the sale in the shops were to be defrayed, before any profit whatever could accrue to ourselves*.

From this true state of our dealings, ready to be proved by books regularly kept in the manner above-mentioned, or upon oath



oath if required, our customers and the public are left to judge at what cheap rates we have furnished the supplies by land-carriage, and for what a small advance on the prime cost the Billingsgate fish hath been sold by us. But that our customers and the public may be still more fully informed of our proceedings in general, we beg leave to observe, that the total quantity of fish of all kinds, in whatever manner procured, and sold by us in the before-mentioned time, amounted together to *two hundred and ninety-one tons, eighteen hundred, two quarters, and twenty pounds*, which, upon the whole, cost us 1714*l.* 3*s.* 11*d.* before it was exposed to sale in our shops, being, at an average, *sixpence, one farthing, and  $\frac{3}{40}$  parts of a farthing per pound*, and was sold for 1928*l.* 13*s.* being *seven pence, and  $\frac{6}{40}$  parts of a farthing, per pound*; consequently the difference between the cost of the total quantity of fish above-mentioned, and the money which arose by the sale thereof in the shops, was but 2144*l.* 9*s.* 1*d.* and is no more than *three farthings, and  $\frac{3}{40}$  parts of a farthing per pound*, to defray the rents of the several shops and all other charges and expences at London, in retailing the said fish, before any profit whatever could accrue to ourselves for our time and trouble in conducting the undertaking, or any consideration for the advancing a considerable capital for carrying on the same at our own risk, or to secure us against bad debts.

The more fully to evince the truth of the above facts, and to particularize the same, we hereunto subjoin the following abstract from our books—

Debtor.

D E B T O R.

C. grs. lb.			£. s. d.					
Cost of	1751	3 25 $\frac{1}{4}$	Soals, turbot, &c. purchased at Brixham in Devon	2626	6	10		
			Carriage of ditto to London	2126	15	10	£.	s. d.
	675	2 14	Whittings, purchased at Folkestone in Kent	523	6	3	4753	2 8
			Carriage of ditto to London	276	10	5		
	543	3 23 $\frac{1}{2}$	Mackerel and Herrings, purchased at Brighton in Sussex	633	11	9	799	16 8
			Carriage of ditto to London	152	3	6		
	83	3 13	Mackerel, purchased at Weymouth in Dorset	126	19	1	785	15 3
			Carriage of ditto to London	77	11	3		
			To wheelwrights for new wheels, and repairs of the machines on the several roads	419	15	7	204	10 4
			Expence of several journies to Brixham, Folkestone, Brighton, and other parts of the sea-coasts	94	14	1		
			Charges of removing fundry fish-machines to different parts of the sea-coasts, as they were occasionally wanted	16	11	3		
	3055	1 19 $\frac{1}{4}$	Of fish brought by land-carriage, which cost, when delivered at the shops,	531	0	11	7074	5 10
	2783	1 0 $\frac{1}{4}$	Of fish purchased at Billingsgate, which cost	10066	18	1		
Total	5838	2 20	Being 291 18 2 20 tons C. grs. lb. cost	17141	3	11		
			Ballance towards paying all the expences of retailing the above fish in the shops	2144	9	1		
				£.	19285	13	0	

C R E D I T O R.

By produce of the sale of fish brought from Brixham

£. s. d.  
6165 2 2

By ditto — from Folkestone —

701 16 6

By ditto — from Brighton —

780 11 2

By ditto — from Weymouth —

192 5 6

By produce of the sale of fish purchased at Billingsgate

7839 15 4  
11445 17 8

£ 19285 13 0



Having shewn the quantity and rate at which WE have furnished our customers with fish at our shops, during the space of *Thirty-one months*, and distinguished what we procured from the several parts of our sea coasts, or purchased at Billingsgate, we shall now take the liberty to make some observations on certain printed proposals, signed *Thomas Everett* and *Edward Birch*, which we find have been sent to our most respectable customers in particular, as well as to other persons in all parts of the Town; tending to induce the Nobility and Gentry to advance these proposers a considerable sum of money, viz. 3000*l.* under pretence of their carrying on a new method of fishery; and with the farther view of withdrawing our customers from us. This we are very sorry to say they have in some measure effected: But we are not without hopes of regaining such as have left us, when they come to be convinced by experience of the deception of those proposals; provided we can in the mean time sustain the expence of keeping our shops open, and continuing our trade, with such a reduction of our sales, which we find to be already injured thereby, as well as by some insinuations which they have propagated to our prejudice, relative particularly to our bringing fish to market by land carriage from Torbay.

Hitherto indeed, being conscious that they had no foundation in truth, (as we shall make appear hereafter) we have shewn our contempt thereof by our silence: but now we see it absolutely necessary to lay open the fallacy of their assertions, and the delusion of their propositions; and therefore begin with making some observations on the first article they set forth, under the head of *Conditions*, at the end of those proposals; namely:

*That any person advancing three guineas, shall have one penny per pound carried to account in their favour.*

If this is meant as a benefit to such contributors, it must imply that they are to be served with fish at one penny per pound less than other customers are to pay; otherwise it can mean nothing, and may very justly come under the denomination of a *catch-penny*. For a question naturally arises, how long they mean this benefit or discount shall be continued to such contributors.

This they do not absolutely declare ; but it seems very clear to us, that it must end when their contributors have bought and paid for as many pounds of fish as there are pence in the sums they have contributed : and consequently a person, who has advanced them three guineas, must be their customer for 756 pounds of fish at their price, before such customer can receive such imaginary advantage ; at which period it appears the money so advanced will be SUNK with the proposers ; and after that time it is imagined such person will be charged an equal price with other customers ; and this appears clearly to be their intention : for in the same article they add, that *any person advancing five guineas, and taking no MORE than 12lb. of fish per week, will at the expiration of two years draw out again five pounds four shillings.*

Now the quantity of fish, with which such contributor is to be supplied in the time abovementioned, exactly corresponding in the *number of pounds weight*, with the *number of pence* in the said sum of five pounds four shillings, UNMASKS THEIR SCHEME, and shews that the total sum required, viz. *Three thousand pounds*, is to become absorbed with these proposers, when the several contributors have bought their shares or proportions of 720,000 pounds weight of fish, being the number of pounds in weight, equal to the number of pence in the said three thousand pounds. But a doubt arises whether they intend to furnish their contributors with any more pounds of fish than are equal to the pence in *two thousand pounds* of this money : because they say in the proposals, that they have already expended 1000*l.* in making experiments, &c.—And in a note at the end of the conditions, add, *There will be no more required than 2000*l.** BESIDES *what we have already advanced.* Therefore it may be presumed that the sum of 1000*l.* is to be set off, in the first place, to reimburse that sum, which they assert they have already expended.

We moreover take the liberty to desire these proposers to shew, in what manner they mean to give their contributors the discount of one penny per pound, otherwise than out of their own monies, or by rating the fish they sell them at one penny

per pound more, on its general price, than they could afford to sell it at; for we must conclude they mean to be reimbursed the expences they are at in procuring the fish, and the charges of retailing the same in the shops, with some profit to themselves, over and above the penny per pound discount; otherwise they must be out of pocket in making such allowance: and how long such benefit can be continued to the contributors, a short time will most certainly prove.—But we find even this advantage is not to be allowed the contributors on all the sorts of fish which these proposers shall supply such customers with: For in the second condition they say,

*All the fish bought at Billingsgate, to be sold to those Noblemen and Gentlemen, who advance money, at only one penny per pound profit.*

By the word *profit*, we must understand they mean one penny per pound advantage to themselves, after the prime cost, and all charges which attend retailing the fish in the shops, are defrayed; otherwise they ought to have fairly and clearly said, *only one penny per pound ADVANCE, on the prime cost thereof at Billingsgate.* Therefore this, as well as the foregoing observation, requires some explanation. For WE received of our customers but *three farthings and  $\frac{3}{10}$  parts of a farthing per pound ADVANCE*, on all the fish we sold, the major part whereof were prime sorts; *out of which ADVANCE, all our expences of retailing the same in the shops were to be defrayed, before any profit whatever could accrue to ourselves*, as we have before more particularly set forth. A question moreover occurs, How are the customers of those proposers to know whether the fish they may be furnished with, is part of those they are to procure by their pretended new method of fishery, and on which agreeable to the first article of their conditions they are to allow one penny per pound *discount*; or part of those which they may purchase at Billingsgate, and on which, agreeable to the second article, they are to make a charge of one penny per pound *profit*? Possibly they mean to infer that this satisfaction to their contributors is to arise by the fifth article of their conditions, *viz. An affidavit will be made before a MAGISTRATE of the quantity of fish brought in every trip, which shall*



*shall be sold at such price as HE shall affix, according to the quantity caught.*

This leads to an enquiry who this Magistrate is; as he may not improbably be a party concerned, or one who is to reap some advantage thereby: otherwise we conceive it will be difficult to find a Magistrate, who will take the trouble of making calculations, on the cost and charges of commodities in which other men trade, and more especially fish, which consist of a great variety of sorts and sizes, differing in their quality and freshness &c. &c. so as to adjust their selling price, at what may be thought a reasonable profit. And this we may venture to assert can be done only by one who will attend the landing or sorting of such fish: otherwise great delays must occur, and prevent its going to market in time. And if this is not done, previously to its being exposed to sale in the shops, what purpose will it answer? or of what use to their contributors will be the N. B. at the end of their proposals, *That the price every sort of fish was sold for, is to be published in the Daily once every week, as well as all other their proceedings?* With which they have not yet complied, for the satisfaction either of their contributors, or the public, notwithstanding they expect to raise so large a sum of money, upon these vague and absurd propositions.

We now think it necessary to take notice of their attempts to prejudice us in the Land-carriage Undertaking. With this design they have given out, *That the fish from Torbay is at least three days coming by land carriage:* an assertion which is so far from truth, that scarce one carriage in twenty has ever exceeded *Forty hours*, from the time the land-carriage undertaking was first set on foot. On the contrary, the fish machines have generally performed their journey in 36 to 38 hours; which indeed is less than 6 miles per hour; it being but 206 miles from Torbay to London. But nothing can be a more convincing proof of the goodness of the fish so brought, and the satisfaction it has given the Public; than that there has been upwards of *Six hundred tons of fish* brought by land-carriage from **TORBAY ONLY**, and sold in

the London markets ; and great quantities still continue to be brought by us, whenever procurable, as well as from many other parts of the sea coasts in the British channel ; from whence, to our knowledge, there has been conveyed by land-carriage to this metropolis, an extraordinary supply of ONE THOUSAND TONS and upwards, since this undertaking was first established.

Flattering ourselves that we have in a satisfactory manner shewn the falshood of the insinuation above mentioned, and also the delusory nature of the conditions thrown out by these proposers, in order to draw our customers from us, we shall now take the liberty of making some observations on their pretence of having introduced a new method of fishing, by which they hope to raise 3000*l.* asserting that *They have already expended 1000*l.* and upwards, to prove the utility thereof to their own satisfaction ; and that they had made a great improvement therein, and rendered it much more effectual than the method long practised by the Dutch with a gainful success.*

If these were facts, it may be asked, why did these proposers decline pursuing their undertaking, and say *They did not think it convenient to proceed until they had addressed the Public?* And why address the Public for 3000*l.* when they acknowledge but 1000*l.* to have been expended ; and that in *chartering* (which is to say hiring) *vessels, procuring tackle, and making the proper experiments ;* unless by the word *upwards* being added thereto, they mean to impress the Public with an idea of their having expended nearly to the amount of the total sum required. Be that as it may, we will state their application to the Public, in the most favourable light we can conceive it in, and suppose that if the whole sum is contributed, they will only reimburse themselves their expences, amounting to 1000*l.* which they positively assert to have laid out *in making experiments so very satisfactory to themselves,* and that the remaining 2000*l.* may be applied to carry their undertaking *into the most extensive execution.*

How this sum is to be employed to answer such a purpose, is a matter worthy of enquiry, as it is plain they do not mean to *charter*, that is to say *hire*, any of the smacks which are already

constructed, for the purpose of bringing fish alive to the port of London. For in a paragraph of their proposals, under the head *Reasons of disappointment*, they say, *Having when we began no vessels of our own, we were necessitated to proceed as the fishermen pleased.* Consequently we presume they must have a view, with this money either to construct new smacks, or purchase some of those which are already built. Now it is well known that these Smacks when new, cost about 600*l.* each, and that there are at this time at least *four score* of them employed in supplying the London markets: which one with another, new and old, we may value at 500*l.* each, making together 40,000*l.* Therefore the sum of 2000*l.* cannot go farther than to purchase *four* such Smacks, and tend to little other purpose, than that of vesting the property of these vessels in the proposers. For it is to be observed that the number of vessels now employed, in the present method of fishing, will, in this case, be reduced in that proportion: consequently no other benefit can arise to the Public, than from the quantity of fish that may be caught by any new method these proposers pretend to carry into execution, *above* what such vessels would have caught by the usual manner of fishing.—Or if such sum were employed to build new Smacks, it would not add a twentieth part to the number of those already constructed, and now employed *in the purpose of bringing fish alive to the port of London*; nor tend to furnish any *essential* addition to the present supply of fish, or towards the reduction of its price; which we conceive will not be the effect of any example which these proposers already have, or may hereafter set us; seeing they have acknowledged themselves to be so little acquainted with the seasons for fishing, as to set out the *middle of September* upon the Cod-fishery according to their new method; which in the paragraph of their *Reasons of disappointment* they say *proved too early*; and afterwards add, *That by the first of December as the Herrings leave the ground, of which the Dog-fish are in continual pursuit, the Cod-fish will then succeed them* UN-  
MOLESTED.

Now



Now as their proposals were printed, and dispersed, in the month of November last, it may not be improper to ask them, what success has attended any attempts made by them in the proper season? as it is now above five months since the time abovementioned.—Or are we to conclude from their silence, that *they* have really left the Cod-fish UNMOLESTED during the *proper season*?

We come now to their pretended merit of introducing a new method of fishing by the long lines, which is as groundless as their other assertions. For it was well known to all the fishermen at *Harwich*, that upwards of 200 lines, with all other gear, proper for the catching cod and turbot by the long line, as practised by the Dutch, were procured by a Gentleman well known for his late services to the public in the fisheries, and were landed at that port.—And moreover, to our knowledge, specimens thereof compleately fitted for use, accompanied with a particular explanation, and the method of using them, were presented to the Society for the encouragement of arts, manufactures, and commerce, in February 1765, and deposited with their Register.—

And public notice was given in the papers, to the owners of any well-smacks, fishermen, or others, that they might apply at the society's office, and have inspection thereof, as well as information where the several articles might be procured, in England, of equal goodness with those made by the Dutch. And moreover an offer was therein made, to furnish two compleat sets of Dutch turbot-tackle, sufficient for two vessels of fifty tons burthen each, at their prime cost, viz. 25l. a sett; and likewise that they might be acquainted with the *proper bait* which the Dutch use for catching turbot, and where they might procure it.—And here we beg leave to observe, that in one of the paragraphs of these proposers, under the head *undertaking the turbot fishery*, they say, *That as soon as the season arrived they should proceed thereon, and endeavour to rescue from the hands of Dutchmen that fishery, FOR WHICH WE SUPPLY THEM WITH BAIT.*

Now

Now had these proposers, ignorant as they are of this fishery, only applied as above, they might have been better informed, and known *that the Dutch have not one single bait from us* FOR CATCHING OF TURBOT; but are wholly furnished therewith from their own rivers and coasts; and that it is only for catching of cod in the winter season, that they have any kind of bait from us, which is the *lampern-eel*, for which they do not send vessels until the beginning of November, and never come to England for them after the 20th of February, as they cannot be kept alive on board vessels in warm weather; more especially in the heat of summer, during the turbot season, which begins in April, and ends in August.—That this is fact, may be known by any one who will give himself the trouble to enquire of Mr. *Henry West* at *Brentford*, who furnishes the Dutch with Lampern-Eels by contract, as our fishermen do not make use of this bait themselves.—It is to be hoped however that, if they could be induced to pursue the Dutch method of fishing by long lines, this bait would come into use for our own Cod-fishery, of which enough may be procured to serve both them and us.—

But for the purposes of effectually establishing the Dutch method of fishing, either for Cod or Turbot, by long lines, expences for some alterations in the wells of our vessels for the better preserving the Turbot alive, when caught, and likewise some other preparations to preserve the Lampern-Eels alive for Cod-fishing, must necessarily occur; and the owners moreover be subject to a losing account, while our fishermen are bringing themselves by experience into the practice of laying the long lines; and therefore the persons concerned in our fisheries are backward to undertake it, without some bounty for two seasons; which probably might turn to advantage in the end. But it would prove of very little use to give a partial encouragement to *the proprietors of three or four vessels only*; as it could answer no other purpose than repeating experiments which have been already tried, and proved not only by the Dutch practice, but also by some expert fishermen of our own, long before Mr. *Everett* or *Birch* published their proposals, or knew any thing of the matter, as we shall shew from facts.—

For in the year 1766, the two compleat setts of long lines before mentioned were put into the hands of Mr. *Roger Hines* of *Harwich*, owner of some smacks at that port employed in the Cod-fishery, for the supply of this metropolis, who, after having provided himself with a person well versed in the Dutch method of laying them, with other experienced fishermen on board his vessels, did send them out in the said year, and sufficiently proved the utility thereof.—

And moreover it is well known to us, (and may be so to any who will give themselves the trouble to enquire at *Harwich*) that a petition of the fishermen of that town was drawn up in the year 1766, with a view of getting the same presented to parliament, in which they offered to attempt the turbot fishery with long lines, on being allowed a bounty of 75*l.* to each vessel; viz. 50*l.* at their setting out on or about the 10th of May, and pursuing the same to the 10th of August, when they were to receive the remaining 25*l.*—and made no doubt, but that with this encouragement, for two seasons only, joined to their skill and diligence, they should in that time get their crews into the Dutch method of catching those fish, and be able to vie with them in that valuable branch of fishery.—For that purpose they proposed to furnish such a number of well-smacks as should be thought proper, of the burthen of fifty tons and upwards; and that besides the master and three other able fishermen, with four apprentices, they would moreover oblige themselves to procure a person expert in the method of shooting the lines, to form the complement of each vessel, who should all be paid and victualled at their expence; and they would also provide all the lines, buoys, anchors, trays, baskets, bait, and other necessary implements, agreeable to the Dutch specimens before-mentioned; and moreover engage, that all the turbot which should be caught by such vessels should be carried to and sold by free and open sale at the London market; and that the masters of such vessels, with two others of the crew, should, at the conclusion of every voyage, certify upon oath the quantity of turbot they should catch.—From which it appears, that, for the sum of 600*l.* the public might avail themselves of engaging four smacks for

two



*two* seasons, and with great probability of success, by putting this encouragement into the hands of experienced men bred to the fisheries.—And therefore the sum which Mr. Everett and Birch require, namely 3000*l.* would engage *twenty* vessels instead of *four*. And to our knowledge, the owners and crews of *twelve* well-smacks belonging to *Harwich*, are ready to engage whenever such encouragement shall be given.—Were it the practice of the owners of our fishing smacks, and the fishermen employed therein, to follow the example of the Dutch, and divide the monies which arise from the sale of the fish, caught by each vessel respectively, into *shares*, appropriating certain shares to the vessel, and to proportion the remainder among the crew in lieu of wages, it would have great effect in exciting their diligence and application; as has been experienced by the Dutch fisheries in general, and our own fishery at Torbay in particular, where it is divided into *seven* shares, viz. *three* for the vessel and fishing-tackle, *three*, for three men, and *one* for *two* boys or apprentices.

Thus we conceive we have sufficiently made it appear, that Mr. *Everett* and *Birch* have not the least pretence to the merit of introducing a new method of fishing; and likewise that they are not the persons most proper, or able, to carry such an undertaking into execution, nor would the Public obtain the desired effect from the large contribution which they require, founded on their bare assertion of having expended 1000*l.* and upwards, in hiring vessels, procuring tackle, and trying experiments; which experiments are no better ascertained, as they give no account of the tale, species, or weight of the fish they caught, in the trials which they pretend to have made; nor shewn what vessels they did hire, at what rate per month, or for what time they were so employed; nor what such tackle cost them. These, if they had been specified, would have shewn *real facts*, instead of *bare assertions*, and might have been introduced in their proposals, by a short abstract from their books, or vouchers.

We have above stated the evident advantages, which our customers received from our supplies of fish by land-carriage, or *otherwise*, during the space of thirty-one months and upwards, on the advance of a large capital of our own, without requiring any contribution whatever to assist us; and have clearly shewn that we furnished them at a much less advance on the prime cost of those supplies which we procured, than these proposers intend; who, if we understand them right, mean to have one penny per pound on all the fish which they shall sell, after the prime cost of procuring, together with all the charges of retailing the same, are defrayed; that is to say, *one penny per pound clear profit*, besides the advantage of a very considerable contribution. Whereas WE, without any such advantage, received only a very trifle above *three farthings per pound advance on the prime cost of all the fish we furnished*; out of which the expences attending the retail of the same in our shops, were first to be deducted; and we can, with confidence and truth, assure our customers, that those charges being paid, did not leave us *one farthing per pound*, as a consideration for our time and trouble, and risk of the capital we had advanced. We should therefore think ourselves in a happy situation, to have our cost and charges so secured with *a penny per pound clear profit*, which the proposers Mr. *Everett* and *Birch* seem to aim at. But we have no such view, and hope that when our proposals shall be compared with theirs, the Nobility and Gentry, who have been our customers, will not neglect a real advantage in possession, for the indulgence of a prospect, which appears at best but chimerical: more especially as we require no contributions from them, but desire to rest solely on the merits of our endeavours to furnish a plentiful supply of fish at moderate rates, in whatever manner it is PRACTICABLE to procure it; requesting no other favour, but to obtain a proper number of customers at each of our places of sale, agreeable in some measure to the quantity *we can procure*. For the cheapness of the supply must, in a great measure, depend on the extent of the sale, (especially when the commodity is of a very perishable nature) with some degree of proba-

probability of our being enabled to defray the expences which each place of sale must unavoidably be attended with. But having found by experience that the number of our customers, and our vent for the fish we had procured, were not equal to the keeping open *five* shops, and paying the servants necessary for them; we gave up the two which we found had the fewest customers, and yet were attended with the greatest expence of rents, &c. viz. one in *Leadenhall*, and the other in *Honey-lane* market; and now send all the fish which we procure by *land-carriage*, or *otherwise*, to the other *three*, viz. a part thereof to that in *St. James's-market*, to the care of *Samuel Burton*; another part to *Shepherd's-market May-fair*, to the care of *Samuel Foxlow*; and a third part to *Clare-market*, to the care of *Thomas Carter*; which three persons, joined with Mr. *John Grant*, are all who are concerned as partners in this undertaking. Of these the latter is principally employed in keeping the general accounts, carrying on the correspondence with the agents at the sea-ports, and other parts of the most material business. So that each of us taking a share in the execution of the undertaking, we have all full employment for our whole time and attention. Thus having reduced every kind of expence, that men, who have had near seven years experience in the business, could with propriety strike off, we are induced to hope, that such of the Nobility and Gentry, who may be pleased to favour us with their custom, will approve of the proposals we now offer, of opening an account with such Nobleman, Lady, or Gentleman, who may be pleased to signify by a line, or message, to the shop that may be most convenient for them, that they will be furnished with all the fish they want from us; because their former good intentions in our favour have been frequently frustrated by various artifices, and a great part of their ready money trade carried from us to others, which we find impossible to prevent in any other way than by opening accounts.—We have also been often subject to blame for a bad commodity, and extravagant prices of fish, which has actually been bought at other places.—We therefore hope that, upon a due consideration of the conditions of *our proposals*,



the Nobility and Gentry, will approve them; more especially as they are not attended with a view of collecting *contributions* for our own *emolument*, but only to enable us with some degree of *certainly* and *safety* to supply our shops with plenty, and furnish our customers with a greater quantity and variety of fish than we could otherwise do.—Indeed, without such encouragement we cannot continue to support, as we now do, numbers of industrious fishermen and their families, who, in the western parts of this kingdom in particular, depend chiefly upon us and our sales; and it is in vain for us to continue exciting their industry to catch fish, unless we have some more certain prospect of vending the same than we have hitherto had, after taking it off their hands, and being at the expence of bringing it to London.—

And were we not to be favoured with a deposit, in the manner hereafter proposed, in consideration of opening accounts with our established customers, we should be obliged not only *greatly to enlarge* our capital in the trade, but also be subject to great risks, and other disadvantages in giving credit; and under such circumstances an increase of price must unavoidably be the consequence; all which a deposit will remove, to the mutual benefit of both buyer and seller.—And we do faithfully promise, upon such encouragement, to exert our utmost endeavours to procure a plentiful supply, and to retail the same at as cheap rates as we possibly can, to allow ourselves a moderate subsistence, with some reasonable consideration of interest for the capital advanced.—And we further promise to send a printed account of our transactions at the period of every half year, viz. in the month of October, and in the month of April, to each Nobleman, Lady, or Gentleman, who shall make any deposit with us; in which account shall be set forth the quantity of fish procured, and from what parts of our sea-coasts, together with all monies paid and received, and a balance struck. From which those customers, who make such deposit, will be able to judge whether we do, or do not, conform to the principles we set out upon.—And that the same may more fully appear,

appear, we will readily submit our books to the inspection of any Depositor, who may require more particular satisfaction relative to such printed account.

## P R O P O S A L S.

ANY Nobleman, Lady, or Gentleman, who may be disposed to encourage us in prosecuting the undertaking by *land-carriage*, and *every other practicable method*, to increase the supply of fish and the vent thereof, and will be pleased to deposit, at any of the three shops hereafter mentioned, the sum of *Five, Ten, Fifteen, or Twenty Guineas*; or, as nearly as can be judged, the amount of the half yearly consumption of fish in their families, shall have our receipt for the same, subjecting us to the *full payment* thereof, at any time after *three months* notice, left at the shop where their monies were deposited, or such *balance* thereof as may be due to them on account; as we do not mean to lay any obligation whatever, on such persons so depositing, to continue their custom to us, in order to the recovery of their money, *a moment longer* than they may think us deserving of it; seeing that during the said three months, after notice given as above, they may be served elsewhere, should we be so unfortunate as to incur their displeasure.—The only reason for our taking the liberty of requiring three months notice for the payment of such deposit, or the balance of the account, arises from the consideration, that not only our own capital, but also the monies which shall be so deposited, will be dispersed on various parts of our sea coasts, in order to go as far as possible towards procuring and encouraging the increased supply, in whatever manner it is practicable so to do; and consequently our monies cannot be immediately called in, nor can we with propriety or safety, increase the supply, but by having in some degree a certain vent to depend on, added to the chance-customers who occasionally buy with ready money.—That this

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proposal

proposal may be clearly understood, we think it necessary to observe, that the several sums which may be deposited are intended to remain in our hands compleat, on the commencement of every half yearly period before mentioned; except such notice, as aforesaid, of withdrawing the same be given at our shops.—This may be done by such depositing customers regularly paying the amount of their bills, either *monthly, quarterly,* or at the period of every *half year*, for the fish they shall have been supplied with during such time; by which means we shall still remain possessed of such monies as shall be deposited, and the depositor continue in possession of our receipt for repayment thereof, when demanded as aforesaid; and consequently the only encouragement we require can amount to no more than the interest of the money deposited; in lieu whereof we give credit in account from time to time, and flatter ourselves that the depositors will find a benefit in the moderate prices of our fish, more than adequate thereto. And we do assure them that all the fish so furnished shall be rated at the lowest prices we can afford, and warranted perfectly good, or on complaint thereof, and being returned, either dressed or undressed, whatever hath been charged for the same shall be struck off the account. And any depositor, sending orders to the shops before eight o'clock in an evening, may depend on being supplied next morning, with such kinds of fish as may be required, if procurable.—And those who may reside, in the summer season, within a convenient distance from London, shall have their commands obeyed, by any conveyance they may please to order, on timely notice being given by letter, or otherwise, directed to GRANT and C<sup>o</sup>. at either of the three shops, *viz.*

One in ST. JAMES'S MARKET, fronting Norris-street, which leads from the Hay-market.

One in SHEPHERD'S MARKET MAY-FAIR.

And the other in CLARE MARKET, the corner of Clement's-lane :

All



All which may be more particularly known, by a painted board with the following inscription at each of them, viz.

Original place of Sale for fish, by land-carriage, or otherwise;  
continued by GRANT and C<sup>o</sup>.

JOHN GRANT.  
SAMUEL BURTON.  
SAMUEL FOXLOW.  
THOMAS CARTER.

At either of the shops above-mentioned, the following receipt will be given for the monies which any Person shall be pleased to deposit:

Received of \_\_\_\_\_ a deposit of the sum  
of \_\_\_\_\_ which we promise to pay  
three months after demand; or such balance thereof as  
may be then due on account. \_\_\_\_\_

£

For GRANT and C<sup>o</sup>.

A list of the several species of fish that are procureable, will every Morning be made out at each of the shops, with their respective price for the day; and sent to the houses of any *depositing* customers that shall require it, by *Ten* or *Eleven* o'Clock.

☞ *Mr. Grant will wait on any Nobleman, Lady, or Gentleman, on notice being left at either of the shops, requiring his attendance.*

London, April 30, 1768.

All which may be more suitably known by a title  
board with the following inscription at each of them  
Original place of this the first of the series of  
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For GRANT and Co.

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